

Greening Capitalism: Opportunities for a Green Commodity

Andrea Prothero and James A. Fitchett

In this article, the authors argue that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. The authors reject both naïve ecological romanticism and revolutionary idealism on the grounds that they fail to offer any pragmatic basis by which greater environmental responsibility can be achieved. Drawing on the now well-established theoretical tradition of post-Marxist cultural criticism, the authors offer a conceptual justification for the development and implementation of a green commodity discourse. For this to be achieved and implemented, prevailing paradigms regarding the structure, nature, and characteristics of capitalism must be revised. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so.

Part of the problem one inevitably faces when addressing the relationship between contemporary capitalism and the environment is that all too often the two concerns are represented in irreconcilable opposition. Whether it is images of Greenpeace activists aboard Shell's *Brent Spar* platform protesting against the dumping of oil installations in the North Sea or reports of the "McLibel" case concerning McDonald's legal action against the claims of environmental activists, the popular media portrayal of environmental issues often tends to depict commercial interests and ecological interests in deep irreconcilable conflict. The discourse that has become characteristic of such tales contains all the elements of a good drama and bears more than a passing resemblance to Barthes's (1972) now-classic essay on the mythology of wrestling. The underdog, armed only with the weapon of her or his principles, takes on the role of the freedom fighter who stands alone against the all-powerful, all-corrupt organization. The David and Goliath joust that is acted out on the television screen, more often than not, has a predictable outcome that reinforces

both players' respective roles. The underdog either overcomes overwhelming odds to defeat the collective power of *Environmental Exploitation Corp.* or is crushed into submission, only to become reborn as a martyr to the cause. While this common mythology promotes newspaper sales and justifies hours of broadcasting, it rarely communicates the complex issues that structure these disputes or the full motives, intents, and agendas of both parties. Popular representations of ecological issues (a valuable media commodity in itself) often has the effect of polarizing and simplifying the ongoing debate concerning sustainability to such an extent that questions regarding the prospect of meeting environmental challenges through the established social paradigm of capitalism remain marginal. Not only does the furtherance of popular media stereotypes disable a more detailed analysis of the central issues, but it also prevents corporate programs that seek to promote ecological welfare from being publicized. The realm of popular culture and the media is a productive, persuasive, and communicative medium and can be used just as successfully by those seeking to achieve environmental enlightenment as it can for those who aspire to ecological martyrdom, irrespective of where the impetus for change originates. Marketing, together with the commodity culture in which it operates, has tended to use the media to successfully achieve a diverse range of objectives. One aim must therefore be to establish more fundamental changes to contemporary capitalism and commodity culture by employing the persuasive and communicative qualities of media and marketing practices.

This article is concerned with working toward a more critically substantial understanding of the complex relationship that exists between capitalism (of which the commodity is a principal agent) and the environment. We begin by consider-

The authors gratefully acknowledge the insightful comments and encouragement of two of the anonymous reviewers and Professor William Kilbourne on earlier drafts of this manuscript.

Journal of Macromarketing, Vol. 20 No. 1, June 2000 46-55
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Greening Of Capitalism Greening Of Capitalism

Heather Rogers



Greening Of Capitalism Greening Of Capitalism:

Greening of Capitalism John A. Mathews, 2014-12-17 As China India and other industrializing giants grow they are confronted with an inconvenient truth They cannot rely on the conventions of capitalism as we know them today Western industrialism has achieved miracles promoting unprecedented levels of prosperity and raising hundreds of millions out of poverty Yet if allowed to proceed unencumbered this paradigm will do irreversible harm to the planet By necessity a new approach to environmentally conscious development is already emerging in the East with China leading the way Positioning its argument against zero growth advocates and free market environmentalists *Greening of Capitalism* charts this transformation and sketches out a framework for more sustainable capitalism State mandated changes in energy use as opposed to carbon taxes a circular flow of resources as opposed to emissions standards and the introduction of new financial instruments that support green growth are cornerstones of China's framework John A Mathews argues that these tenets will be emulated around the world first in India and Brazil In light of this emerging shift Mathews considers core debates over national security international relations and economic policy ultimately addressing the question of whether these measures will be far reaching or timely enough to prevent further damage

The "Greening" of Costa Rica Ana Isla, 2015-02-05 Since the 1992 Earth Summit in Rio de Janeiro the concept of sustainable development has become the basis for a vast number of green industries from eco tourism to carbon sequestration In *The Greening of Costa Rica* Ana Isla exposes the results of the economist's rejection of physical limits to growth the biologist's fetish with such limits and the indebtedness of peripheral countries Isla's case study is the 250 000 hectare Arenal Tilaran Conservation Area created in the late 1990s as the result of Canada Costa Rica debt for nature swaps Rather than reducing poverty and creating equality development in and around the conservation area has dispossessed and disenfranchised subsistence farmers expropriating their land water knowledge and labour Drawing on a decade of fieldwork in these communities Isla exposes the duplicity of a neoliberal model in which the environment is converted into commercial assets such as carbon credits intellectual property cash crops open pit mining and eco tourism few of whose benefits flow to the local population

A to Z of Green Capitalism Corporate Watch, 2017-05-15 Capitalism thrives on crisis and the multiple global environmental crises including climate change and habitat and biodiversity loss are creating new markets from which to generate profit Those promoting green capitalism argue that if nature was valued correctly it will not only be protected but even enhanced along with the health of the economy and well being in society However it is a contradiction in terms Capitalism is fundamentally exploitative of people and the natural world it is not and cannot be green Green capitalism involves various institutions including governments corporations think tanks charities and NGOs implementing policies practices and processes to incorporate nature into capitalist market systems It takes the same capitalist ideas and values that create environmental crises i.e. continual economic growth private property profit and free markets and applies them to the natural world as a way to solve those crises It serves to maintain capitalism's

dominance both through finding new ways to generate profit and as a way of protecting it from criticism of being environmentally destructive This guide is intended as an introduction to the ideas surrounding green capitalism as well as the alternatives to it We hope it will support attempts to resist the threat of green capitalism and create space for real ecological alternatives

Green Capitalism? Hartmut Berghoff, Adam Rome, 2017-04-05 At a time when the human impact on the environment is more devastating than ever business initiatives frame the quest to green capitalism as the key to humanity's long term survival Indeed even before the rise of the environmental movement in the 1970s businesses sometimes had reasons to protect parts of nature limit their production of wastes and support broader environmental reforms In the last thirty years especially many businesses have worked hard to reduce their direct and indirect environmental footprint But are these efforts exceptional or can capitalism truly be environmentally conscious Green Capitalism offers a critical historically informed perspective on building a more sustainable economy Written by scholars of business history and environmental history the essays in this volume consider the nature of capitalism through historical overviews of twentieth century businesses and a wide range of focused case studies Beginning early in the century contributors explore the response of business leaders to environmental challenges in an era long before the formation of the modern regulatory state Moving on to midcentury environmental initiatives scholars analyze failed business efforts to green products and packaging such as the infamous six pack ring in the 1960s and 1970s The last section contains case studies of businesses that successfully managed greening initiatives from the first effort by an electric utility to promote conservation to the environmental overhaul of a Swedish mining company to the problem of household waste in pre 1990 West Germany Ranging in geographic scope from Europe to the United States Green Capitalism raises questions about capitalism in different historical sociocultural and political contexts Contributors Hartmut Berghoff Ann Kristin Bergquist Brian C Black William D Bryan Julie Cohn Leif Fredrickson Hugh S Gorman Geoffrey Jones David Kinkela Roman Kster Joseph A Pratt Adam Rome Christine Meisner Rosen

Eco-Socialism or "Green" Capitalism? Saral Sarkar, 2023-08-14 After the ignominious fall of the classical Soviet model of socialism in the early 1990s socialists communists and all other kinds of Leftists had felt to have been left in the lurch With his book *Eco Socialism or Eco Capitalism A Critical Analysis of Humanity's Fundamental Choices* 1999 Saral Sarkar presented and laid the theoretical foundation of a new conception of socialism which convinced because it organically synthesized the newly arisen imperative of ecological sustainability and the old ideal of equality among members of humanity On their part all opponents of any kind of socialism have also been trying to somehow accommodate the inexorable insights and demands of true ecological sustainability in extant conceptions of capitalism What they have achieved is not a synthesis but merely a fake and self contradictory phrase that does not deserve the prefix Eco and should properly be called Green Capitalism But they succeeded in hoodwinking millions of worried human beings all over the world In the last thirty years Sarkar has been relentlessly trying through speeches and writings to counter their misconceptions of the ecological and

social imperatives In the present two volumes of his Collected Writings readers will find some of the fruits of his endeavor

Greening Auto Jobs Caleb Goods,2014-08-07 Greening Auto Jobs A Critical Analysis of the Green Job Solution details current and problematic understandings of what constitutes a green job Adopting an approach grounded in critical political economy this book presents a framework to scrutinize the green job solution and the theoretical framework which overwhelmingly informs contemporary green job creation efforts and ecological modernization The text also explores the tensions that encircle the world of work and environmental action often referred to as jobs versus the environment by detailing the conflicting commitments of political economic actors to the idea of green job creation These conflicts are outlined through an examination of the political economic debate that has surrounded the Australian Government's environmental plans from 2008 to 2012 and the conflicting positions of Australian trade unions on environmentally transitioning the world of work Interviews with key political economic actors provide in depth and nuanced understandings of the varied perspectives of political and union leaders in Australia The second part of the book presents a detailed case study of the posited green job solution within the specific context of the Australian automotive manufacturing industry The case study is also informed by interviews with key industry union and policymakers The automotive industry is scrutinized not only because it has expressed going green as important to its long term economic future but because the Australian Government declared that its 6.2 billion New Car Plan for a Greener Future policy would create green jobs Therefore the book engages with the task of examining the three multinational vehicle producers operating in Australia Ford GM Holden and Toyota and how they have responded and engaged with the idea of green jobs greening the manufacturing process and the vehicles they produce in Australia

Proceedings of the 2022 5th International Conference on Humanities Education and Social Sciences (ICHESS 2022) Augustin Holl,Jun Chen,Guiyun Guan,2023-02-09 This is an open access book ICHESS started in 2018 the last four sessions of ICHESS have all been successfully published ICHESS is to bring together innovative academics and industrial experts in the field of Humanities Education and Social Sciences to a common forum And we achieved the primary goal which is to promote research and developmental activities in Humanities Education and Social Sciences and another goal is to promote scientific information interchange between researchers developers engineers students and practitioners working all around the world 2022 5th International Conference on Humanities Education and Social Sciences ICHESS 2022 was held on October 14-16 2022 in Chongqing China ICHESS 2022 is to bring together innovative academics and industrial experts in the field of Humanities Education and Social Sciences to a common forum The primary goal of the conference is to promote research and developmental activities in Humanities Education and Social Sciences and another goal is to promote scientific information interchange between researchers developers engineers students and practitioners working all around the world The conference will be held every year to make it an ideal platform for people to share views and experiences in Humanities Education and Social Sciences and related areas **Green**

Keynesianism and the Global Financial Crisis Kyla Tienhaara, 2018-04-17 It is widely accepted that limiting climate change to 2 C will require substantial and sustained investments in low carbon technologies and infrastructure. However, the dominance of market fundamentalism in economic thinking for the past three decades has meant that governments have generally viewed large spending programs as politically undesirable. In this context, the Global Financial Crisis (GFC) represented a huge opportunity for proponents of public investment in environmental projects or Green Keynesianism. This book examines the experience of Australia, Canada, Japan, Korea, and the United States with Green Keynesian stimulus programs in the wake of the GFC. Unfortunately, on the whole, the cases do not provide much optimism for proponents of Green Keynesianism. Much less funding than was originally allocated to green programs was actually spent in areas that would produce an environmental benefit. Furthermore, a number of projects had negligible or even detrimental environmental outcomes. While the book also documents several success stories, the research indicates overall that more careful consideration of the design of green stimulus programs is needed. In addition to concrete policy advice, the book provides a broader vision for how governments could use Keynesian policies to work toward creating an ecological state. This book will be of great interest to students and scholars of environmental politics, environmental economics, political economy, and sustainable development.

Green Growth Gareth Dale, Manu V. Mathai, Jose A. Puppim de Oliveira, 2016-02-15 The discourse of green growth has recently gained ground in environmental governance deliberations and policy proposals. It is presented as a fresh and innovative agenda centred on the deployment of engineering sophistication, managerial acumen, and market mechanisms to redress the environmental and social derelictions of the existing development model. But the green growth project is deeply inadequate, whether assessed against criteria of social justice or the achievement of sustainable economic life upon a materially finite planet. This volume outlines three main lines of critique. First, it traces the development of the green growth discourse qua ideology. It asks what explains modern society's investment in it, why has it emerged as a master concept in the contemporary conjuncture, and what social forces does it serve. Second, it unpicks and explains the contradictions within a series of prominent green growth projects. Finally, it weighs up the merits and demerits of alternative strategies and policies, asking the vital question: if not green growth, then what?

Society and Exploitation Through Nature Martin Phillips, Tim Mighall, 2014-06-06 *Society and Exploitation Through Nature* offers an integrated approach to the environment, linking the philosophical, social, and physical sciences to environmental problems and issues. The text covers three main themes: exploitation of nature and society, the limits of exploitation through sustainability, and managing environmental problems. These themes are illustrated throughout the book with global case studies.

Green Gone Wrong Heather Rogers, 2010-04-20 In *Green Gone Wrong*, environmental writer Heather Rogers blasts through the marketing buzz of big corporations and asks a simple question: Do today's much-touted green products—carbon offsets, organic food, biofuels, and eco-friendly cars and homes—really work? Implicit in efforts to go green is the promise that global warming can be stopped.

by swapping out dirty goods for clean ones But can earth friendly products really save the planet This far reaching riveting narrative explores how the most readily available solutions to environmental crisis may be disastrously off the mark Rogers travels the world tracking how the conversion from a petro to a green society affects the most fundamental aspects of life food shelter and transportation Reporting from some of the most remote places on earth Rogers uncovers shocking results that include massive clear cutting destruction of native ecosystems and grinding poverty Relying simply on market forces people with good intentions wanting to just do something to help the planet are left feeling confused and powerless Green Gone Wrong reveals a fuller story taking the reader into forests fields factories and boardrooms around the world to draw out the unintended consequences inherent obstacles and successes of eco friendly consumption What do the labels USDA Certified Organic and Fair Trade really mean on a vast South American export driven organic farm A superlow energy eco village in Germany s Black Forest demonstrates that green homes dramatically shrink energy use so why aren t we using this technology in America The decisions made in Detroit s executive suites have kept Americans driving gas guzzling automobiles for decades even as U S automakers have European models that clock twice the mpg Why won t they sell these cars domestically And what does carbon offsetting really mean when projects can so easily fail In one case thousands of trees planted in drought plagued Southern India withered and died releasing any CO2 they were meant to neutralize Expertly reported this gripping expos pieces together a global picture of what s happening in the name of today s environmentalism Green Gone Wrong speaks to anyone interested in climate change and the future of the natural world as well as those who want to act but are caught not knowing who or what to believe to protect the planet Rogers casts a sober eye on what s working and what s not fearlessly pushing ahead the debate over how to protect the planet

Green Grabbing: A New Appropriation of Nature James Fairhead,Melissa Leach,Ian Scoones,2014-10-29 Across the world ecosystems are for sale Green grabbing the appropriation of land and resources for environmental ends is an emerging process of deep and growing significance A vigorous debate on land grabbing already highlights instances where green credentials are called upon to justify appropriations of land for food or fuel Yet in other cases environmental green agendas are the core drivers and goals of grabs Green grabs may be drivn by biodiversity conservation biocarbon sequestration biofuels ecosystem services or ecotourism for example In some cases theyse agendas involve the wholesale alienation of land and in others the restructuring of rules and authority in the access use and management of resources that may have profoundly alienating effects Green grabbing builds on well known histories of colonial and neo colonial resource alienation in the name of the environment Yet it involves novel forms of valuation commodification and markets for pieces and aspects of nature and an extraordinary new range of actors and alliances This book draws together seventeen original cases from African Asian and Latin American settings to ask To what extent and in what ways do green grabs constitute new forms of appropriation of nature What political and discursive dynamics underpin green grabs How and when do appropriations on the ground emerge out of

circulations of green capital What are the implications for ecologies landscapes and livelihoods Who is gaining and who is losing How are agrarian social relations rights and authority being restructured and in whose interests This book was published as a special issue of the Journal of Peasant Studies The Green Economy in the Global South Stefano Ponte, Daniel Brockington, 2018-10-11 The idea and practice of the green economy is gaining momentum coinciding with financial instability and continued economic woe in the Global North but generally more positive economic circumstances in the Global South Green economic initiatives in the Global South are multiplying and include carbon payments ecotourism community based wildlife management sustainability certification initiatives and offsets by mining companies exploiting new resources These initiatives are reallocating resources redefining inequalities and redistributing the fortune and misfortune of participants of the green economy and those excluded from it They have also led to resistance locally nationally and transnationally and to demands for alternatives to market driven instruments and solutions which are generally gaining strength and coherence The articles included in this volume bring together a multi disciplinary team of scholars from North and South to provide nuanced analyses of green economy experiences in the Global South analysing the opportunities they provide but also the redistributions they entail and the kinds of resistances they face The ultimate aim of the collection is to provide a critical but balanced overview of the emerging green economy in the Global South and point the way to possible adjustments alternatives or radical resistance depending on different situations This book was originally published as a special issue of Third World Quarterly **Global Challenges of Climate Change, Vol.2** Tessaleno Campos Devezas, João Carlos Correia Leitão, Yuri Yegorov, Dmitry Chistilin, 2022-11-16 This two volume book offers a broad range of discussions on the immense challenge of climate change one confronting every country on the planet and forcing them to find a path towards a sustainable future that will not have disastrous consequences in relation to our chances of survival It also presents a snapshot of the status quo which reflects all the decisions and measures taken to date Analyzing the consequences of the steps that will shape our future the two volumes also reflect on important decisions at a global level that have already been taken This second volume on risks assessment and the political and social dimension of the green energy transition is structured into 14 chapters International renowned scholars discuss the inherent risks that arise in consequence of the transition to the intensive use of low carbon energy sources and global warming risks related to food and water security as well as risks of social and political conflicts They further examine the dependence on individual countries industrial structures and on their socio economic development level as challenges to climate change solutions and to the global energy policy agenda This book is a must read for scholars researchers and students as well as policymakers interested in a better understanding of climate change present scenarios and alternative solutions and measures **Science for a Green New Deal** Eric A. Davidson, 2022-07-26 Science not politics can take us beyond the hype and headlines to forge a realistic green new deal Since it was first proposed in the US House of Representatives the Green New Deal has been hotly debated often

using partisan characterizations that critique it as extreme or socialist The intent was not simply to fight climate change or address a specific environmental concern but rather to tackle how climate change and other environmental challenges affect the economy the vulnerable and social justice and vice versa In Science for a Green New Deal Eric Davidson dissects this legislative resolution He also shows how green new deal thinking offers a framework for a much needed convergence of the natural sciences social science economics and community engagement to develop holistic policy solutions to the most pressing issues of our day Davidson weaves the case for linkages among multiple global crises including a pandemic that has reversed progress on fighting poverty and hunger an acceleration of climate change that has exacerbated storms floods droughts and fires and a renewed awareness of profound social injustices highlighted by the Black Lives Matter movement Illustrating these points with his personal life experiences as a child growing up in Montana and as a famed researcher leading a large scientific society Davidson relates these complex challenges to our everyday lives and decision making How he asks can we extract from the Earth s resources what we need for the prosperity well being and dignity of current and future generations of billions of people without exhausting or polluting those resources Written in clear jargon free prose Science for a Green New Deal is a realistic and optimistic look at how we can attain a more sustainable prosperous and just future

My Revision Notes: Edexcel A-level Politics: Political Ideas Neil McNaughton, David Tuck, 2018-02-26 Exam board Edexcel Level A level Subject Politics First teaching September 2017 First exams Summer 2018 Target success in politics with this proven formula for effective structured revision key content coverage is combined with exam style tasks and practical tips to create a revision guide that students can rely on to review strengthen and test their knowledge With My Revision Notes every student can Plan and manage a successful revision programme using the topic by topic planner Consolidate subject knowledge by working through clear and focused content coverage Test understanding and identify areas for improvement with regular Now Test Yourself tasks and answers Improve exam technique through practice questions expert tips and examples of typical mistakes to avoid Get exam ready with extra quick quizzes and answers to the practice questions available online

Sustainable Green Marketing Strategies for a Circular Economy Asphat Muposhi, Brighton Nyagadza, 2025-05-17 Developing countries are known to be ambivalent to making a transition to green economies due to a fear of investment costs related to clean technologies and the possibility of job losses This book is founded on the proposition that green marketing governance is central to the transition to a circular economy Building on seminal work on green marketing in emerging economies this book develops a micro macro perspective to present the realities and imperatives that facilitate or inhibit the realisation of the sustainable green marketing agenda in Africa It examines the willingness of consumers to support sustainable consumption practices such as the sharing economy and to engage with circular economy practices such as recycling and reusing It also critically reflects on the strategies commitments and sacrifices that are required for the fulfilment of the sustainable green marketing agenda in Africa The book

is informed by the desired aspirations of the United Nations 2030 Agenda for Sustainable Development and Africa's developmental blueprint Agenda 2063

The Routledge Handbook on Ecosocialism Leigh Brownhill, Salvatore Engel-Di Mauro, Terran Giacomini, Ana Isla, Michael Löwy, Terisa E. Turner, 2021-12-27 Building on the classical works that have propelled and shaped ecosocialist thinking and action and more recent political developments on the ground the volume will provide a reference point for international work in the field both directly political and academic The Handbook acquaints readers with the varied roots of and sometimes conflicting approaches to ecosocialism It does not attempt any unification of ecosocialist currents Rather it aims to provide a resource that is as comprehensive as possible with respect not only to theorization and ideological framing but also and especially to existing projects practices and movements and giving a sense of the geographical reach that ecosocialism so far represents This includes scholarship that extends Marxist foundations and reflects on more recent political developments The theoretical and practice oriented moorings are buttressed by discussions on movements frameworks and prefigurative processes as well as on social struggles occurring within institutional settings Together the collection offers a reference point for international work in the field in social movements and in institutional transformations Providing detailed but accessible overviews of the complex varied dimensions of ecosocialism the Handbook is an essential up to date guide and reference not only for researchers but also for undergraduate and graduate students in geography environmental studies development studies sociology and political science as well as for policymakers and activists

International Encyclopedia of Geography, 15 Volume Set Noel Castree, Michael F. Goodchild, Audrey Kobayashi, Weidong Liu, Richard A. Marston, 2017-03-20 Zweifelsohne das Referenzwerk zu diesem weitgefächerten und dynamischen Fachgebiet The International Encyclopedia of Geography ist das Ergebnis einer einmaligen Zusammenarbeit zwischen Wiley und der American Association of Geographers AAG beleuchtet und definiert Konzepte Forschung und Techniken in der Geographie und zugehörigen Fachgebieten Die Enzyklopädie ist als Online Ausgabe und 15 bändige farbige Printversion erhältlich Unter der Mitarbeit einer Gruppe von Experten aus aller Welt ist ein umfassender und fundierter Überblick über die Geographie in allen Erdteilen entstanden Enthält mehr als 1 000 Einträge zwischen 1 000 und 10 000 Wörtern die vornehmlich in grundlegende Konzepte einführen komplexe Themen erläutern und Informationen zu geographischen Gesellschaften aus aller Welt enthalten Entstanden unter der Mitarbeit von mehr als 900 Wissenschaftlern aus über 40 Ländern und bietet damit einen umfassenden und fundierten Überblick über die Geographie in allen Erdteilen Deckt das Fachgebiet umfassend ab und berücksichtigt auch die Richtungen Humangeographie Physikalische Geographie geographische Informationswissenschaften und systemische Erdwissenschaften und Umweltwissenschaften Führt interdisziplinäre Sichtweisen zu geographischen Themen und Verfahren zusammen die auch für die Sozialwissenschaften Geisteswissenschaften Naturwissenschaften und Medizin von Interesse sind Printausgabe durchgängig in Farbe mit über 1 000 Illustrationen und Fotos Online Ausgabe wird jährlich aktualisiert

Coming to Terms with Nature Leo Panitch, Colin

Leys, 2006-11 Can capitalism come to terms with the environment How do market forces impact on the biosphere What is the significance of the impasse over the Kyoto protocol How far has socialist thought developed to help us understand the environmental dilemma Has it got answers Can capitalism come to terms with the environment How do market forces impact on the biosphere What is the significance of the impasse over the Kyoto protocol How far has socialist thought developed to help us understand the environmental dilemma Has it answers How can class and environmental politics be brought together What are the shortcomings Green parties and green commerce

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